



PA Unites Against COVID

Getting PA Vaccinated Together – Resource Guide

May 2021



TABLE OF CONTENTS

Communicating with the public: PA Unites Against COVID Resources	5
Materials for download	6-7
Additional resources for communication with your community	8
Sample messaging for key concerns in your community	9-10
Partnering with providers for equity initiatives	11-12
Vaccination event planning check-list	13-15
Local resources to partner with your communities	16

Getting PA vaccinated together

The Department of Health
is working to expand
access to the vaccine

Now **we need your help**
to inform and change
attitudes so everyone can
reunite with friends and
loved ones and get back
to normal life



OVERCOMING REPRODUCTION- LINKED VACCINE HESITANCY

Communicating with the Public



PUBLIC COMMUNICATION | PA Unites Resources

PA Unites Against COVID is Pennsylvania's marketing campaign that educates the public about COVID-19 safety and vaccination efforts. The campaign includes a weekly newsletter, informational one-pagers, posters, social media graphics, and additional information. Materials have already been translated into multiple languages. The campaign website (www.pa.gov/covid) is updated frequently with new materials and information.

Sign up for the weekly PA Unites newsletter and find past newsletters in English and Spanish [here](#).

Additionally, updates can be found on Twitter from Dr. Johnson's Twitter account [@paphysgen](#).



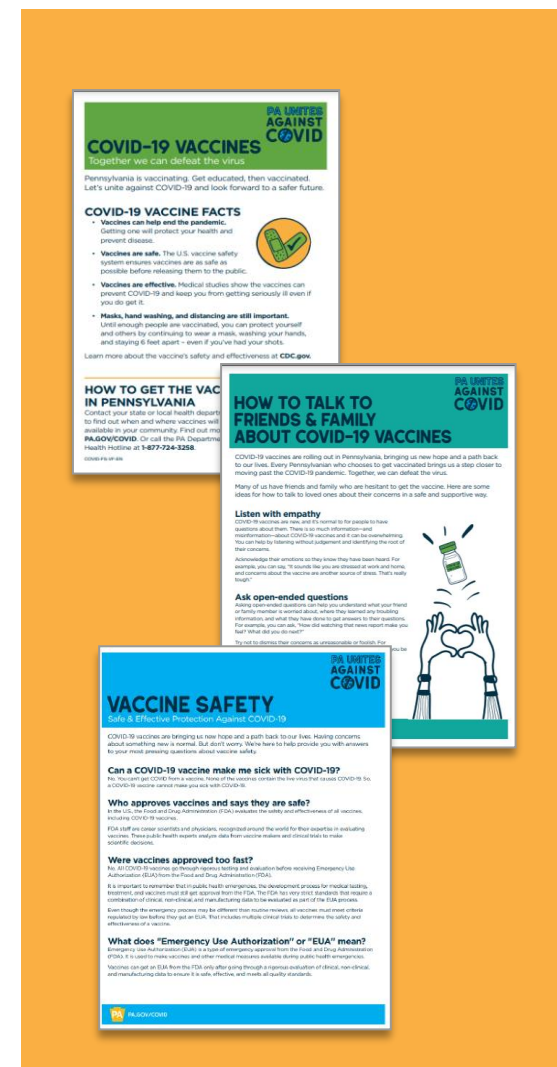


PUBLIC COMMUNICATION | PA Unites Resources

Vaccine Facts Half-sheet – This one-page informational sheet shares facts about vaccine safety and where Pennsylvanians can find a vaccine provider. [Link](#)

How to Talk to Friends & Family About COVID-19 Vaccines – This two-page document provides guidance on how to speak to friends and family who may be hesitant or skeptical about getting the vaccine. It encourages the user to keep an open-mind when speaking with others and links to resources that could be useful in supplying others with additional information. [Link](#)

Vaccine Safety FAQs – These FAQs address common concerns about vaccine safety, including whether the vaccine will give you COVID-19, information about the vaccine approval process, and expected side effects from receiving the vaccine. [Link](#)



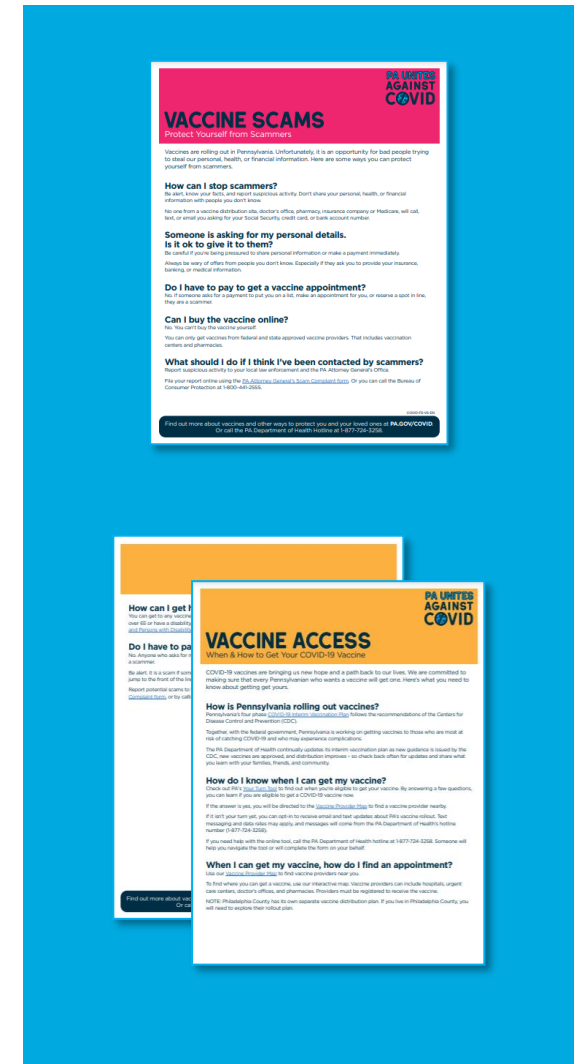


PUBLIC COMMUNICATION | PA Unites Resources

Vaccine Scams FAQs – These FAQs contain information related to COVID-19 vaccine scams, including what type of information patient should share with providers, what to expect when signing up for a vaccine, and what to do if you think that if someone believes they are a scam victim. [Link](#)

Vaccine Access FAQs – These FAQs contain information related to access to the COVID-19 vaccine, with information about where you can find providers administering the vaccine, and resources to help you travel to receive your vaccine. [Link](#)

An order form for printed and/or translated materials can be found on the PA Unites Against COVID website: [Link](#)





The American Society for Reproductive Medicine created pregnancy and fertility tear sheets [here](#) and [here](#)

The American College of OB/GYNs prepared information on COVID risks and vaccine safety during pregnancy [here](#) and [here](#)



PUBLIC COMMUNICATION | Other Resources

From the Dept. of Health and Commonwealth of Pennsylvania

Your Turn eligibility tool to determine a nearby location to receive a vaccine: [Link](#)

PA COVID Vaccine Provider Map to locate providers throughout the Commonwealth: [Link](#)

PA Department of Health FAQs for providers: [Link](#)

PA Department of Health FAQs on COVID vaccine for general public: [Link](#)

PA Dept. of Health Vaccination Plan: [Link](#)

From national organizations

Vaccine PSA from UPMC: [Link](#)

HHS COVID Public Education Campaign: [Link](#)

CDC on COVID vaccine safety for pregnancy: [Link](#)

American College of Obstetricians and Gynecologists COVID information page: [Link](#)

American Society of Reproductive Medicine COVID resources: [Link](#)

Society for Maternal-Fetal Medicine Information for Women & Families: [Link](#)

Every Mother Counts General Information on COVID, Pregnancy and Childbirth: [Link](#)



PUBLIC COMMUNICATION | Sample Messaging

Key concerns and barriers

- Safety of the vaccine (affect on fertility or fetal health)
- “Wait and see”



Key messages

- Thousands of pregnant women have already received the vaccine and there have been no reported issues
- Pregnant women are at higher risk for severe COVID illness, and the benefits of the vaccine are better than the real danger of getting the virus
- There is no evidence that the vaccines cause infertility
- The vaccines do not affect your genes or DNA
- When you get vaccinated, the antibodies made by your body can be passed through breastmilk and help protect your child from the virus

- Credibility (misinformation/ disinformation/ lack of confidence in what is available)



- Seek trusted sources for information about the vaccine (e.g., your PCP, OBGYN)

PROVIDER PARTNERSHIPS

Partnering for equity initiative



PARTNERING WITH A PROVIDER | Equity Initiatives

Community organizers can partner with providers to host a vaccination event to increase vaccination rates in your community through improved access

You can find the providers who have recently participated in vaccinations [here](#)

Detailed checklists for organizing one of these events with a provider can be found on the next page





PARTNERING WITH A PROVIDER | Equity Initiatives Checklist

Share the necessary information on the request directly with DOH

- Event details: **Location & Date(s)** for the events
- Registered COVID-19 vaccine **provider information**
 - Name
 - VFC pins of the provider that is receiving the vaccine & Clinic ID of the provider administering (might be different in some cases)
 - Transportation details for the vaccine if the location of the clinic is different from where the vaccines are initially being delivered
- **Number of incremental vaccines required** for the effort
 - Number of vaccines requested for the equity initiative specifically that is above and beyond what the provider is currently regularly requesting for vaccine allocation on a weekly basis (e.g., if the provider usually requests 1000 vaccines a week but will request 1200 the following week for an equity initiative, then the incremental amount is 200)





PARTNERING WITH A PROVIDER | Equity Initiatives Checklist

Share the necessary information on the request directly with DOH

- Share by **Thursday 9am** at the very latest for allocations for the following week (Tuesday through the following Monday)
- Vaccine type requested
 - Confirm capability to store the relevant vaccine type and confirm ability to schedule second dose of Moderna/Pfizer
 - **Shipment times are uncertain. Providers may not receive their weekly allocation until Monday or Tuesday the following week after requesting.**





PARTNERING WITH A PROVIDER | Equity Initiatives Checklist

Include vaccine allocation requests in the weekly provider vaccine request form submitted by providers

Providers receive a form each week to request their vaccine allocation for the following week

- Providers **submit the request form by Tuesdays** for the following week
- In the form, providers can share the vaccine allocations they are requesting for an equity initiative (i.e., the same number you are sharing above).
- Providers should **list their partnership with your organization explicitly/by name** so that the allocation team is aware when they are making allocation decisions



Local resources to partner with your communities

- [Allegheny](#) County
- [Bucks](#) County
- [Chester](#) County
- [Erie](#) County
- [Montgomery](#) County
- City of [Philadelphia](#)

Several essential resources are coordinated through municipal and county websites. The full list can be found [here](#)

Additional resources and information can be found on County and Municipal Health Department websites





Thank you